

ORDER



KS NV

Orders	Order / Rev:	105517	Primary AE:	Amy McCreary
	Alt Order #:	06841927	Sales Office:	BLPHI
	Product Desc:	Issue	Sales Region:	National
	Estimate:	1615		
	Flight Dates:	08/15/12 - 08/26/12		
	Original Date / Rev:	08/14/12 / 08/14/12		
	Order Type:	GENERAL		
Agency	Name:	Waterfront Strategies		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Patriot Majority		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI1	Order Separation:	00:08:00
	Priority:	1	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	73	\$55,725.00	\$47,366.25
08/27/12	08/28/12	10	\$7,375.00	\$6,268.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	73	\$55,725.00	\$47,366.25	0.00
September 2012	10	\$7,375.00	\$6,268.75	0.00
Totals	83	\$63,100.00	\$53,635.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	33%	\$63,100.00
Market	100%	\$191,212.12

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	12%	\$22,945.45
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	23%	\$43,978.79
KTUD	1%	\$1,912.12
KVVU	23%	\$43,978.79
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$15,296.97

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/21/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$400.001	0.00	NM	5	\$2,000.00	

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev: 105517
Alt Order #: 06841927
Flight Dates: 08/15/12 - 08/28/12

Advertiser: Patriot Majority
Product Desc: Issue
Estimate: 1615

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/15/12	08/21/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	5	\$400.001	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/15/12 08/21/12 MTWTF-- 5 \$400.00 0.00														
E 2	KSNV	08/22/12	08/28/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTW----	:30	1	\$400.001	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/22/12 08/28/12 MTW--- 1 \$400.00 0.00														
E 3	KSNV	08/15/12	08/21/12	M-F 6-7a WakeUp w/Wagners		6-7a	MTWTF--	:30	5	\$700.001	0.00	NM	5	\$3,500.00
WAKE UP WITH THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/15/12 08/21/12 MTWTF-- 5 \$700.00 0.00														
E 4	KSNV	08/22/12	08/28/12	M-F 6-7a WakeUp w/Wagners		6-7a	MTW----	:30	1	\$700.001	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/22/12 08/28/12 MTW--- 1 \$700.00 0.00														
E 5	KSNV	08/15/12	08/21/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,400.001	0.00	NM	4	\$5,600.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/15/12 08/21/12 MTWTF-- 4 \$1,400.00 0.00														
E 6	KSNV	08/22/12	08/28/12	Today Show	CM	658a-9am	MTW---	:30	1	\$1,400.001	0.00	NM	1	\$1,400.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/22/12 08/28/12 MTW--- 1 \$1,400.00 0.00														
E 7	KSNV	08/18/12	08/18/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.001	0.00	NM	1	\$625.00
SATURDAY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/13/12 08/19/12 -----S- 1 \$625.00 0.00														
E 8	KSNV	08/19/12	08/19/12	News 3 Sunrise - SUND&M		6a-7a	-----S	:30	1	\$325.001	0.00	NM	1	\$325.00
NEWS 3 AT SUNRISE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/13/12 08/19/12 -----S 1 \$325.00 0.00														
E 9	KSNV	08/19/12	08/19/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.001	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/13/12 08/19/12 -----S 1 \$500.00 0.00														
E 10	KSNV	08/15/12	08/21/12	Wake Up Early w/ Wagners		430a-5a	MTWT--S	:30	3	\$200.001	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/15/12 08/21/12 MTWT--S 3 \$200.00 0.00														
E 11	KSNV	08/22/12	08/28/12	Wake Up Early w/ Wagners		430a-5a	MTW---	:30	1	\$200.001	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/22/12 08/28/12 MTW--- 1 \$200.00 0.00														
E 12	KSNV	08/15/12	08/21/12	M-F Today Show II 3rd HOM		9-10a	MTWTF--	:30	4	\$500.001	0.00	NM	4	\$2,000.00
TODAY SHOW II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 08/15/12 08/21/12 MTWTF-- 4 \$500.00 0.00														
E 13	KSNV	08/15/12	08/21/12	CM	10am-11am	MTWTF--	:30	3	\$325.001	0.00	NM	3	\$975.00	

Order / Rev: 105517 Advertiser: Patriot Majority
Alt Order #: 06841927 Product Desc: Issue KSNV
Flight Dates: 08/15/12 - 08/28/12 Estimate: 1615

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F Today Show III 4th H														
Today 4th Hour														
TODAY SHOW III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/15/12	08/21/12	MTWTF--		3			\$325.00	0.00				
E 14	KSNV	08/22/12	08/28/12	M-F Today Show III 4th IBM		10am-11am			MTW----		:30	1	\$325.00	1 \$325.00
Today 4th Hour														
TODAY SHOW III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/22/12	08/28/12	MTW----		1			\$325.00	0.00				
E 15	KSNV	08/15/12	08/21/12	Rachael Ray	CM	11am-12pm			MTWTF--		:30	3	\$325.00	1 \$975.00
Rachael Ray														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/15/12	08/21/12	MTWTF--		3			\$325.00	0.00				
E 16	KSNV	08/15/12	08/21/12	Noon News	CM	12-1230pm			MTWTF--		:30	4	\$425.00	1 \$1,700.00
Noon News														
NEWS 3 AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/15/12	08/21/12	MTWTF--		4			\$425.00	0.00				
E 17	KSNV	08/22/12	08/28/12	Noon News	CM	12-1230pm			MTW----		:30	1	\$425.00	1 \$425.00
Noon News														
NEWS 3 AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/22/12	08/28/12	MTW----		1			\$425.00	0.00				
E 18	KSNV	08/15/12	08/21/12	Dr. Phil	CM	3-4p			MTWTF--		:30	4	\$450.00	1 \$1,800.00
Dr. Phil														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/15/12	08/21/12	MTWTF--		4			\$450.00	0.00				
E 19	KSNV	08/15/12	08/21/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MTWTF--		:30	4	\$600.00	1 \$2,400.00
(1 hour)														
4PM NEWS (1 hour)														
FIRST NEWS 3 AT FOUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/15/12	08/21/12	MTWTF--		4			\$600.00	0.00				
E 20	KSNV	08/22/12	08/28/12	News 3 at 4 (1/2 hr)	CM	4-430p			MTW----		:30	1	\$600.00	1 \$600.00
News 3 at 4 (1/2 hr)														
FIRST NEWS 3 AT FOUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/22/12	08/28/12	MTW----		1			\$600.00	0.00				
E 21	KSNV	08/15/12	08/21/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MTWTF--		:30	3	\$700.00	1 \$2,100.00
(1 hour)														
4PM NEWS (1 hour)														
NEWS 4 AT 430P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/15/12	08/21/12	MTWTF--		3			\$700.00	0.00				
E 22	KSNV	08/15/12	08/21/12	M-F Early News	CM	5-630p			MTWTF--		:30	5	\$1,000.00	1 \$5,000.00
M-F Early News														
NEWS 4 AT 430P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/15/12	08/21/12	MTWTF--		5			\$1,000.00	0.00				
E 23	KSNV	08/22/12	08/28/12	M-F Early News	CM	5-630p			MTW----		:30	1	\$1,000.00	1 \$1,000.00
M-F Early News														
EARLY NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/22/12	08/28/12	MTW----		1			\$1,000.00	0.00				
E 24	KSNV	08/18/12	08/18/12	Sa-Su Early News	CM	5pm-630pm			-----S-		:30	1	\$650.00	1 \$650.00
Sa-Su Early News														
KSNV EARLY NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S-		1			\$650.00	0.00				
E 25	KSNV	08/15/12	08/21/12		CM	630-7pm			MTWTF--		:30	4	\$1,000.00	1 \$4,000.00

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Advertiser: Patriot Majority
Product Desc: Issue
Estimate: 1615

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy											
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/15/12	08/21/12	MTWTF--		4	\$1,000.00		0.00						
E 26	KSNV	08/22/12	08/28/12	M-F Jeopardy	CM	630-7pm	MTW----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/22/12	08/28/12	MTW----		1	\$1,000.00		0.00						
E 27	KSNV	08/15/12	08/21/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00
				M-F Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/15/12	08/21/12	MTWTF--		4	\$1,000.00		0.00						
E 28	KSNV	08/18/12	08/18/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.001	0.00	NM		1	\$500.00
				SAT/ Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S-		1	\$500.00		0.00						
E 29	KSNV	08/21/12	08/21/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00
				Tuesday Prime 8-10pm											
				AMERICA'S GOT TALENT (O) 8/14-9/4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-T-----		1	\$4,000.00		0.00						
E 30	KSNV	08/15/12	08/15/12	Wed PR 8-9p	CM	8-9pm	--W----	:30	1	\$2,400.001	0.00	NM		1	\$2,400.00
				Wednesday Prime 8-9pm											
				AMERICA'S GOT TALENT (R) 8/15-9/19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	--W----		1	\$2,400.00		0.00						
E 31	KSNV	08/18/12	08/18/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$2,000.001	0.00	NM		1	\$2,000.00
				Saturday Prime 10-11pm											
				LAW & ORDER: SVU (R)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S-		1	\$2,000.00		0.00						
E 32	KSNV	08/15/12	08/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,100.001	0.00	NM		4	\$4,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/15/12	08/21/12	MTWTF--		4	\$1,100.00		0.00						
E 33	KSNV	08/22/12	08/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTW---	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/22/12	08/28/12	MTW---		1	\$1,100.00		0.00						
E 34	KSNV	08/18/12	08/18/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S-		1	\$1,100.00		0.00						
E 35	KSNV	08/19/12	08/19/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S-		1	\$1,100.00		0.00						
E 36	KSNV	08/15/12	08/21/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
				Late Night w/Fallon											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/15/12	08/21/12	MTWTF--		3	\$425.00		0.00						
E 37	KSNV	08/22/12	08/28/12		CM	1135p-1237a	MTW---	:30	1	\$425.001	0.00	NM		1	\$425.00

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Advertiser: Patriot Majority
Product Desc: Issue
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KSNV